

MSA Target **Logo Program**

United States



Valid January 1, 2019 – December 31, 2019



Studies prove that engaged employees are more likely to be productive employees. Furthermore, studies indicate that tying employees to your company's brand is a highly effective means of engaging your work force. MSA is convinced that customers want their helmets to be logoed...and after seeing **MSA logo quality**, we are confident that customers will continue to order helmets branded with their company's art work.



In order to support efforts in converting your customers to logoed **MSA V-Gard® Helmets**, we are happy to announce the **MSA Target Logo Program**. It's simple:

- Complete the form on the reverse side.
- Email the form, customer authorization to use their art work¹ and camera-ready art work to your MSA sales manager and to MSA Logo Express® Service (Logo.Express@MSAsafety.com).
- MSA will waive the logo setup fee and ship up to ten free logoed V-Gard Helmet samples within 15 business days.

¹ All rasterized files, such as .jpeg, .tif, etc., must be saved at 300 dpi minimum – greater resolution results in better logo quality.

Get your Target Logo Order submitted today to enjoy increased revenue tomorrow!

Rules of Engagement

- Customer must have minimum 200 employees who wear industrial head protection.
- Customer's current helmet must be either:
 - A competitive helmet model.
 - An MSA helmet model that has less than four imprinted logos.
- Form must be completed in its entirety.
- MSA sales manager must approve requests.
- Expedite requests will **not** be processed for these orders.

WE KNOW WHAT'S AT STAKE.



MSA Target Logo Program

Instructions to MSA sales managers: complete form and email to Logo.Express@MSAsafety.com to obtain samples.
Save completed form (for each customer) electronically and update as necessary.

COMPANY NAME				
INDUSTRY DESCRIPTION				
PRIMARY CONTACT				
ADDRESS— STREET ADDRESS,				
CITY, STATE/POSTAL CODE				
TELEPHONE				
SALES MANAGER NAME				
TERRITORY #				
SALES MANAGER CELL PHONE				
REGIONAL MANAGER NAME				
CONTACT DATE				
EXPECTED CONVERSION DATE				
CURRENT PRODUCT(S) USED				
TARGET PRODUCT(S) TO SWITCH				
CHANNEL PARTNER				
CHANNEL PARTNER SALES ASSOCIATE				
SHELL COLOR & SIZE				
SUSPENSION CHOICE	Fas-Trac	Staz-On	1-Touch	
NEED FOR COLOR MATCH	No	Yes	If Yes, please include PMS#	
LOGO SUBMISSION	email	mail	fax	
NUMBER OF SAMPLES <i>(maximum 10)</i>				
LOGO LOCATION <i>(as worn; choose 1)</i>	Front	Back	Left	Right
ADDITIONAL COMPLEMENTARY PRODUCTS USED BY THIS CUSTOMER	Frame		Visor	
	Hearing Protection (cap-mounted)		Hearing Protection (full brim hat-mounted)	
COMMENTS— <i>use this section for special instructions and/or to update progress.</i>				

**For MSA Customer Service: reference Order Reason Code B73 when entering these orders.*